

Fond du Lac Public Library
Position Description

Public Relations Coordinator

General Provisions:

Under the general direction of the Library Director, the Public Relations Coordinator maintains the Library's reputation for reliable, trustworthy, and friendly services through managing the Library's social media and web presence; creating dynamic marketing materials; assisting with program planning and cultivating solid partnerships with community organizations.

The essential duties listed below are representative of those carried out by the Public Relations Coordinator. This list is not meant to be all inclusive. Other tasks may be assigned if they are of a similar nature.

All library employees must be willing and able to work a flexible schedule including some nights and weekends.

A. Marketing and communications

1. Create marketing materials - written and visual - to promote library events, programs and services across multiple platforms (press releases, calendars, website, e-newsletters, handouts, printed display materials, etc.) with consistency of professionalism, tone and visual identity in accordance with and complementary to the library's mission and vision.
2. Create and manage a style guide for all library publications and visual materials
3. Create, edit and manage content on the Library's web page and social media
4. Act in a leadership role coordinating all library communications created by other staff to maintain visual and written consistency
5. Adapt library's promotional efforts to make use of emerging technologies, including but not limited to changes in social media and managing outreach via Constant Contact or other public communication platforms
6. Represent the Library at community events

B. Programming

1. Fuse individual department programming efforts into a cohesive and well-rounded schedule of library events
2. Recruit and manage community presenters who offer library programs, such as History at Home speakers, culinary demonstrations and other similar endeavors
3. Serve as a contact point for community displays
4. Monitor local and national programming, continuing education, edutainment, and communication trends that may be adapted for the Library
5. Evaluate program outcomes and impact on the community

C. Other Duties

1. Serve as liaison to Langdon Divers' Art Gallery curator
2. Serve as liaison to the Friends of the Library and Fond du Lac Literacy Services for promotions assistance
3. Work with the Director and other staff to develop and establish feedback mechanisms with the public
4. Work a regular weekly schedule at a public service desk
5. Serve on library, governmental and/or community committees as assigned

Essential Tasks and Responsibilities of all Employees

1. Provide exemplary customer service with courtesy, respect and patience.
2. Maintain a high level of professionalism at all times. Exercise sound judgment daily and during times of stress or emergency.
3. Communicate clearly in writing and speaking.
4. Work cooperatively and effectively with others.
5. Adapt easily to change and remain flexible under changing circumstances.
6. Establish working relationships and act as a liaison with patrons, vendors, community groups and professional organizations.
7. Assist in long-range planning and service development of the library.
8. Monitor library service, workflow, environment and community to suggest improvements and innovations.
9. Participate in a variety of operational and support duties in specific departments, such as preparing statistical reports or assisting in the preparation of the annual budget.
10. Actively participate in professional development through continuing education activities. Stay abreast of new technology as well as trends and innovations in library services.
11. Address disruptive patrons as needed.

Requirements

A. Knowledge and Skills

1. Excellent written and verbal communication skills, including and developing content for the web, press releases and communications to staff
2. Knowledge and experience of various major social media platforms including Facebook, Twitter, Instagram
3. Experience with social media management tools such as Hootsuite
4. Experience with email management tools such as Constant Contact, MailChimp or HubSpot
5. Experience with Adobe Creative Suite, specifically InDesign and/or Photoshop
6. Experience with Microsoft Office Suite
7. Knowledge of AP style preferred

8. Library experience preferred
9. Programming or special event experience preferred
10. Demonstrated ability to work independently and collaboratively in a team environment
11. Ability to manage multiple projects in a deadline-driven environment

B. Education/License/Certification Requirements

1. Bachelor's degree from a four-year college or university majoring in Journalism, Marketing, Communications, Graphic Design or a substantially similar program.
2. Minimum five years' experience in newspapers, public relations, or electronic media preferred.

C. Physical Requirements

1. Standing, walking, stooping and reaching.
2. Talking and hearing; use of the telephone.
3. Far vision at 20 feet or further, and near vision at 20 inches or less.
4. Handling: picking up and shelving materials.
5. Fingering: keyboarding, writing, filing and sorting.
6. Lifting, carrying: 30 pounds or less.
7. Ability to push or pull a cart of materials on wheels weighing 60 to 80 pounds.
8. Ability to work long hours while standing.

Equipment Used

1. Computers
2. E-Readers, mobile devices
3. Printer
4. Multi-line telephone
5. Microfilm machines
6. Photocopier, scanner, fax machine
7. Book carts and bins